DOCUMENT RESUME

ED 387 188 JC 950 492

TITLE	No Show Student Survey, Schoolcraft College.
INSTITUTION	Schoolcraft Coll., Livonia, Mich.
PUB DATE	Feb 95
NOTE	11p.
PUB TYPE	Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	College Applicants; Community Colleges; Declining Enrollment; *Dropout Characteristics; *Dropout Research; *Enrollment Influences; Followup Studies; *No Shows; Predictor Variables; Program Improvement; *School Holding Power; *Student Attitudes; Telephone Surveys; Two Year Colleges; Two Year College Students; Withdrawal (Education)
IDENTIFIERS	Schoolcraft College MI

ABSTRACT

In winter semester 1995, Schoolcraft College, in Michigan, experienced a 7% drop in enrollment and an 8% drop in credit hours, including 461 students who applied but did not enroll. To determine the reasons that the no shows had for not enrolling and how many planned to enroll in the future, demographic data were collected from application information and telephone interviews were conducted with a sample of 100. For all of the no shows, 60% were female, 17% were minority, and 17% were seeking admission to restricted programs such as Nursing and Culinary Arts. Results of the interviews indicated that 27% did not enroll due to financial difficulties, 9% cited a job change, and 8% indicated that class offerings conflicted with their work schedule. In addition, many students were late in getting their paperwork into financial aid or for employer reimbursement. A full 87% of applicants planned to enroll in the future. Based on these results, the following recommendations were made: (1) increase efforts to provide students with financial assistance and support; (2) implement a college-wide system of personal follow-up and outreach to no show students; (3) find strategies to encourage minority students to enroll; and (4) collect the data on a continuous basis to use to increase retention. The survey instrument is appended. (KP)

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No Show Student Survey, Schoolcraft College

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EXECUTIVE SUMMARY
NO SHOW STUDENT SURVEY

February 1995

Problem Statement: In winter semester 1995, Schoolcraft College experienced a drop in enrollment by 7% in headcount and 8% in credit hours. Student applications were also down for winter 1995 and "no shows" (students who apply but do not enroll) were up.

Purpose Statement: To study the possible reasons why students who applied for winter 1995 did not enroll.

Description of the Study: The study sought information on two general questions:

- *Why did students apply to Schoolcraft College for winter 1995 and not enroll ("no shows")?*
- *How many "no show" students plan to enroll in the future?*

A "No Show" Student Survey was conducted by Schoolcraft College research staff. One hundred students were randomly selected from the 461 no show students and telephoned. Six questions were asked of no show students:

Why did you apply to Schoolcraft College?

What was your primary goal when you applied to Schoolcraft College?

Where were you planning on attending classes (Livonia or extension sites)?

Why did you not enroll at Schoolcraft in winter 1995?

Do you plan to attend Schoolcraft in the future?

Would you like someone from Schoolcraft to contact you?

Results of the Study:

In addressing the question, *why did students apply to Schoolcraft College for winter 1995 and not enroll*, the No Show survey indicated that students did not enroll for reasons such as financial difficulties (27%), class offerings conflicted with work or courses needed were not available (14%) and another 13% listed reasons related to employment. Several students indicated that they were late in getting their paperwork done for financial aid or for employer reimbursement (counted as financial difficulties). The demographic data also indicated that 17% of the no show students were applying to restricted programs, especially Nursing (which has a wait list of 1997) and Culinary Arts.

The study also reviewed the question, *how many "no show" students plan to enroll in the future*. This particular issue offers an opportunity for Schoolcraft to direct its marketing efforts to increase enrollment. The outlook for recruiting the no show students also looks promising. A full 87% of the applicants plan to enroll in the future and over half of them would like to be contacted.

In summary, there were three distinct recommendations that can be made:

1) Increase efforts to provide students with some type of financial assistance and support.

2) Direct resources to implement a college-wide system by which personal follow-up is conducted for no show students. Strategize potential solutions to encourage minority students to enroll.

3) A long-term plan should be investigated to continually collect the data and use to increase retention. Direct resources to conduct outreach to no show students on an ongoing basis.

RESEARCH REPORT:
"NO SHOW" STUDY FOR WINTER 1995

Date: February 14, 1995

Prepared by: Office of Grants and Institutional Research

Requested by: Vice President of Instruction

Data Sources: Prime Colleague System
Phone Surveys

Problem Statement: In winter semester 1995, Schoolcraft College experienced a drop in enrollment by 7% in headcount and 8% in credit hours. There was also a drop in the number of applications and the number of students who applied and actually enrolled.

Purpose Statement: To study the possible reasons why students applied but did not enroll in winter 1995.

Outcome Statement: Identify strategies to increase the number of new admission students who enroll.

Description of the Study: A student survey was conducted by telephone of students who had applied for winter semester 1995 but did not enroll (referred to as "No Shows"). There were 461 no show students for winter 1995. A random sample of 100 of these students was selected. In addition, to names and phone numbers, personal information on all 461 no show students was downloaded from the Prime Colleague System to help to identify any demographics which may impact enrollment.

Background: This survey was conducted at the same time as the Non-Returning Student Survey. Students who had enrolled in fall 1994 and did not return in winter 1995 were also surveyed by telephone. Both surveys are intended to provide information on the issues surrounding the drop in enrollment and to help in the planning for increasing enrollment and retention.

Since we don't know why students applied and did not enroll or how many still plan to attend Schoolcraft, the No Show Survey focused on two general questions:

- **Why did students apply to Schoolcraft College for winter 1995 and not enroll ("no shows")?**
- **How many "no show" students plan to enroll in the future?**

Methodology:

Collecting Demographic Data

Time is precious for people. This makes it important to try to design surveys as short as possible. One method to do this is to not ask questions for which you already have the answers. For example, on the Colleague system we have student demographic data on gender, ethnicity, age, GPA, first term enrolled, etc. This means more up front work for the Research Office to pull student information and match it to the surveys. However, it does allow the staff the opportunity to study the demographics of the total population being studied.

No Shows Demographic Data

The Research Office accessed the Prime data through requests to Information Services. The Information Services staff provided raw data files that were loaded on the server and then downloaded by the Research Office into Excel spreadsheets for analysis. For the no show students, the following variables were requested:

Students who were admitted in F'94 to attend W'95 but did not enroll. (no shows)

- Student ID
- Student Name
- Student Address (complete)
- Student Telephone Number
- Gender
- Ethnicity
- Age
- Major - Program Code

The total of "no show" students for winter 1995 was 461 (source: ID. No Shows, Admissions Office). An analysis was conducted on all 461 students which provided summary demographic data through frequencies and descriptive statistics. Of these 461 no shows, 100 students were randomly selected to be called as part of a telephone survey at Schoolcraft College.

Demographics were collected on all 461 students for analysis. For those students who participated in the surveys, their demographic information was linked back to the database for any comparisons on the survey sample, their responses and the total group. It is important for statistical purposes to compare the demographics of the no show students of the sample to the demographics of all no show students to ensure the sample adequately represents the total population under study. This demographic data was analyzed using SPSS Mac version to run: frequencies and descriptives, crosstabs and chi-squares.

Survey Methodology:

The No Show Student Survey was conducted by research aides in the Office of Grants and Institutional Research here at Schoolcraft College. Of the 461 no show students, 100 were phoned, resulting in a confidence level of 92%. The confidence level is the indication of the variance that is possible in the overall population being studied. If we had surveyed all 461 students the results may have varied plus or minus 8% from the sample results.

The survey was entered on a FileMaker Pro database and exported to an Excel spreadsheet for manipulation by SPSS. SPSS was used to run simple frequencies, crosstabs, and chi-squares.

Demographic Data: "No Show" Potential Students
Source: Prime Colleague System

What do we know about students who applied for winter 1995 but did not enroll? The Colleague data demographics on the 461 students indicated that they were 60% female and 40% male. The total minority percentage of no show students was 17% including: 5% Asians, 12% Blacks, 1% Hispanics, .4% American Indian, and 3% Other (not counted as minority). When we compare the total of minority no show students with the number of minority students enrolled in fall semester 1994, we find that the no show minority representation is a full 10% higher than those minority students who were enrolled in fall 1994.

One impact on the enrollment of students who have applied for admissions is restricted programs. Of the 461 students who did not enroll for fall 1994 semester, 17% of them were seeking admissions to restricted programs, the most prevalent being Culinary Arts (7%) or Nursing (6%). 20% of the minority students were seeking admissions to restricted programs which closely matches the overall no show population. The non-restrictive programs other no show students

indicated as their majors were Undeclared Career (23%), Criminal Justice/Academy (5%), Undeclared Transfer (4%), and Liberal Arts (4%).

Survey Results for "No Show" Students:

Of the students responding to the survey, 56% were female and 43% were male. The average age was 26.7 (compared to 28 for all no show students in winter 1995). The mode age was 18 years of age and the median was 23. The youngest applicant in the survey was 17 and the oldest was 64.

As indicated earlier, the ethnic breakdown of respondents in the survey showed a higher percentage of minority students applied than were enrolled in fall 1994. According to the demographic data on the Colleague system, 16% of the students who responded to the No Show survey were minorities. Compared to ethnic enrollment campus-wide, the minority "no show" number is higher. The chart compares ethnic breakdown enrollment for fall 1994 in comparison to those no shows in the survey:

Comparison Percentage of No Show to Fall Students

Ethnicity	No Shows (N=100)	Fall Population* N=9,473
Black	14%	3.18%
Asian	1%	1.12%
American Indian	1%	.6%
White	81%	92.0%
Other	1%	1.0%

*Source: IPEDS Fall Enrollment by Ethnicity, Fall 1994.

In the study, there were 21 students seeking admissions to restricted programs such as Nursing and Culinary Arts. Students were seeking admissions to a wide variety of programs but the most popular were:

Program Areas	%
Undeclared Career	18%
Culinary Arts	8%
Nursing	8%
Undeclared Transfer	5%
Engineering	5%
Computer Information Systems	5%

The students were asked six questions:

Why did you apply to Schoolcraft College?
What was your primary goal when you applied to Schoolcraft College?
Where were you planning on attending classes (Livonia or extension sites)?
Why did you not enroll at Schoolcraft in winter 1995?
Do you plan to attend Schoolcraft in the future?
Would you like someone from Schoolcraft to contact you?

The survey indicated that 53% of the potential students applied to Schoolcraft because of location (location! location! location!). Another 24% enrolled because they were interested in a particular program. Cost was the primary reason for another 18% and 16% chose reputation. Only 2% thought size was the primary reason they would choose Schoolcraft.

When asked what their primary goal was in attending Schoolcraft College, the greatest number or 40% selected to take classes to earn a certificate or associate degree. Another 35% wanted to take classes leading to a bachelor's degree. Only 10% indicated personal enrichment; 7% job skill improvement, and 8% chose other (generally this was "unsure").

The majority of students were planning on attending the Livonia campus (75%); 13% at Radcliff or an extension site, and 10% were planning on attending classes at both locations.

Students were asked an open-ended question: Why did you go through the admittance procedure to Schoolcraft College but not enroll in classes for winter '95 semester. Responses were as varied as people themselves. However, the interviewers were asked to categorize responses by thirteen areas and also write the verbatim responses that didn't fit a category in a comment section on the survey. The response most chosen by students (27%) indicated some type of financial difficulty* as the reason they did not enroll. Other responses included were job change prevented going to school (9%), classes conflicted with work schedule (8%), courses needed were not available (6%), and found a job (4%).

In the comment section, many students indicated that they were late in getting their paperwork done for financial aid or for employer reimbursements. There were also students on the waiting list for Nursing (although these students have different ideas about how long that wait is). There were seven people who made comments about the placement tests and "prerequisite classes"; either they

* Financial difficulty included financial aid paperwork, employer reimbursement, and saving money for college. No students indicated in the comments that tuition was too high.

didn't want to take the classes or couldn't fit in the test before the semester began. And, some students just honestly said they were procrastinators.

A full 87% of the potential students interviewed said they planned to enroll sometime in the future. 27% said they intended to enroll full-time and 60% said part-time. And of these 87 students, 51 or 58% of those planning to return wanted to be contacted by someone at Schoolcraft.

Conclusions and Recommendations:

- **Why did students apply to Schoolcraft College for winter 1995 and not enroll ("no shows")?**

The No Show survey indicated that students did not enroll for reasons such as financial difficulties (27%), class offerings conflicted with work or courses needed were not available (14%) and another 13% listed reasons related to employment. Several students also indicated that they were late in getting their paperwork done for financial aid or for employer reimbursement (counted as financial difficulties). The demographic data also indicated that 17% of the no show students were applying to restricted programs, especially Nursing (which has a wait list of 1997) and Culinary Arts. One area that should be reviewed is the high percentage of minorities who do not enroll. The college minority enrollment is generally between 6 and 8 percent while 17% of the no show students were minorities.

There were 87% of the no shows who plan to attend in the future. And of these, 58% want to be contacted.

Recommendation: Direct resources to implement a college-wide system by which personal follow-up is conducted for no show students. Strategize potential solutions to encourage minority students to enroll.

- **How many "no show" students plan to enroll in the future?**

This particular issue offers an opportunity for Schoolcraft to direct its marketing efforts to increase enrollment. The outlook for recruiting the no show students also looks promising. A full 87% of the applicants plan to enroll in the future and over half of them would like to be contacted.

Recommendation: A long-term plan should be investigated to continually collect the data and use to increase retention. Direct resources to conduct outreach to no show students on an ongoing basis.

In summary, there were three distinct recommendations that can be made:

1) Increase efforts to provide students with some type of financial assistance and support.

2) Direct resources to implement a college-wide system by which personal follow-up is conducted for no show students. Strategize potential solutions to encourage minority students to enroll.

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NO SHOW SURVEY

Hello, my name is _____. I am an interviewer for Schoolcraft College. We are doing a survey of students who were admitted to Schoolcraft but did not enroll in classes for Winter '95 semester. Would you have a few minutes to answer six short questions.

1. Why did you originally apply to Schoolcraft College? (**DO NOT READ RESPONSES**. MARK THE REASON THEY COMMENT ON--IF NOT LISTED, ENTER AS **OTHER**)

N=100

18 ❑ *Cost*
53 ❑ *Location*
2 ❑ *Size*
16 ❑ *Reputation*
24 ❑ *Program*
❑ *Other: (please specify)*_____
_____

2. What was your primary educational goal when you applied to Schoolcraft College? (**READ RESPONSES**)

40 ❑ *To take classes to earn a Certificate or Associate Degree*
10 ❑ *For personal enrichment*
7 ❑ *For job skill improvement*
35 ❑ *To take classes leading to a Bachelor's Degree*
8 ❑ *Other: (please specify)*_____
_____

3. Where were you planning on attending classes? (**READ RESPONSES**)

75 ❑*Livonia campus* *13*❑*Radcliff or Extension site* *10*❑*Both*

4. May I ask, why did you go through the admittance procedures to Schoolcraft college but did not enroll in classes for Winter '95 semester? (**DO NOT READ RESPONSES**)

EDUCATION RELATED
1 ❑ *Decided to go to a four-year college*
3 ❑ *Unsure of my academic/career goal*
0 ❑ *Had difficulty finding enough time to study*
6 ❑ *Courses I needed were not available*
8 ❑ *Classes conflicted with work schedule*

EMPLOYMENT RELATED
4 ❑ *Found a job*
9 ❑ *Job change prevented going to school*

PERSONAL
27 ❑ *Financial difficulty; could not afford it*
0 ❑ *Did not feel education was worth the time*
3 ❑ *Moved away*
1 ❑ *Health problems*
1 ❑ *Got married/divorced -- status changed*
0 ❑ *Felt uncomfortable with younger people*
❑ *Other: (please specify)*_____
Probe: are there any other reasons_____

Please write in this section the verbatim response.
_____
_____
_____
_____
_____

5. Do you plan to enroll at Schoolcraft College in the future? (select only one) --(READ RESPONSES)

27❑*Yes, full time* *60*❑*Yes, part time* *13*❑ *No* *If, yes, please answer #6.*

6. Would you like someone from Schoolcraft College to contact you regarding courses?

51❑*Yes* *42*❑*No* *Name:*_____
*Address:*_____